

ELC3203
Complaint Letters

Situation

You are an administrator for Exhibitions International, a company which organises business exhibitions and trade fairs around the world. You have received the following letter of complaint about your company's most recent exhibition.

Flat 303 Lucky Mansions
856 Cheung Sha Wan Road
Cheung Sha Wan
Kowloon

10 March 2011

The Administrative Officer
Exhibition Services
Exhibitions International
33 Kadoorie Avenue
Kowloon

Dear Sir/Madam

I attended your exhibition Sound Systems 2011 at the Fortune Hotel (23-25 February) and found it informative and interesting. Unfortunately, my enjoyment of the event was spoiled by a number of organisational problems. I explain each of the problems below.

Firstly, I had difficulty in registering to attend the event. You set up an on-line registration facility, but I found the facility totally unworkable. Even after spending several wasted hours trying to register in this way, the computer would not accept my application. I eventually succeeded in registering by faxing you.

Secondly, the Sound Systems 2011 exhibition was held at one of Hong Kong's most prestigious hotels, but frankly the venue was better suited to a medium-sized business conference than to a large exhibition open by registration to the public. The lack of space led to serious overcrowding in the venue, particularly at peak visiting times (i.e. lunch times and early evening). On one or two occasions I was also seriously concerned about the physical safety of attendees.

The final point I want to make concerns product information. It is very enjoyable to see and test a range of excellent sound systems, but it is also important to be able to take away leaflets on interesting products, so that more research can be done before deciding which system to buy. However, by the time I attended the exhibition all the leaflets had been taken.

Could I please ask you to look into these matters - not only on my behalf but also on behalf of other attendees, and in fact on behalf of your company, too.

I look forward to hearing from you.

Yours faithfully

Michael Leung

Michael Leung

ELC3203 Complaint Letters

This letter is one of several you have received from exhibition attendees concerning registration, overcrowding at exhibitions and the shortage of print materials related to exhibition products. The letters have led you to carry out an investigation into the causes of the problem.

Work in pairs / small groups for all activities

Write all your answers on one page. Open a New Page Call the page Exhibition by your names - eg **Exhibition by Adam, John and Mary** Add your names as tags. Separate each name by a comma. Save the page.

Part 1

Write an email to your *friend* and colleague, June Lau in the Accounts department, outlining the problem and asking for advice about handling the case.

Part 2

Write an email to your boss, Ms Anne Kong, the Director of Exhibition Services. In your email you should:

- include a subject heading and sub headings/ numbering
- outline the general problem areas and what seems to be causing each of them
- make suggestions for action that address each of the areas
- request approval for implementing your suggestions

Please note that you will need to make up your own ideas about the causes of and solutions to the problems.

Part 3

Ms Kong has approved your suggestions. Now write a letter of adjustment to Mr. Leung in which you respond to the points he raised in his letter.

Guidelines

- Vary the tone between the two emails and the letter
- Think about whether you will accept or reject the complaints
- Think about organisation, especially in the second email
- Be positive in the letter

Work in small groups

Write on <http://elc3203-sem2-2010-2011.wikispaces.com/>

Open a New Page called **Exhibition by (yournames)**

Write all three parts on the same page.